

BS01372

U.S. Application No. 10/017,111 Examiner ALVAREZ, Art Unit 3622
Request for RCE in Response to December 14, 2004 Office Action

LISTING OF THE CLAIMS

1. (Currently Amended) A method for marketing, comprising:

defining a match between a user classification and an incentive;
receiving from a set-top box user data associated with a user's cable television viewing selections;
receiving the user's credit card purchase records describing purchases from retail stores;
classifying the user in a user classification when the user's cable television viewing selections relate to the user's credit card purchase records; and
transmitting the incentive to the user if a match is defined between the user classification and the incentive.

2. (Previously Presented) The method of claim 1, wherein the user's cable television viewing selections comprises a channel viewed by the user, a program shown on the channel, and the amount of time the channel is watched.

3. (Previously Presented) The method of claim 1, further comprising collecting the user data.

4. (Previously Presented) The method of claim 1, wherein the user's cable television viewing selections comprises how much of an advertisement the user views.

5. (Cancel)

6. (Previously Presented) The method of claim 5 1, wherein said step of classifying the user further comprises relating the credit card purchase records and the user's cable television viewing selections if the user views advertisements for a product and purchases the product.

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02 FC:1201 125.00 OP
03 FC:1202 500.00 OP
04 FC:1201 200.00 OP

BS01372

U.S. Application No. 10/017,111 Examiner ALVAREZ, Art Unit 3622
Request for RCE in Response to December 14, 2004 Office Action

7. (Previously Presented) The method of claim 1, wherein said step of classifying the user further comprises classifying the user in the user classification if the user data satisfies a predefined parameter, the parameter defining cable television viewing habits for the user classification.
8. (Previously Presented) The method of claim 1, wherein the user data comprises whether a product associated with the incentive was purchased.
9. (Original) The method of claim 1, wherein the user data comprises global computer network viewing data.
10. (Original) The method of claim 1, wherein the user data comprises survey data.
11. (Previously Presented) The method of claim 1, wherein the user data comprises a price paid for a product and a time the product was purchased.
12. (Previously Presented) The method of claim 1, wherein the incentive comprises an image embedded into cable television media content.
13. (Currently Amended) The method of claim 1, wherein the incentive comprises a redeemable electronic coupon.
14. (Original) The method of claim 1, wherein the incentive comprises a banner.
15. (Previously Presented) A system for delivering targeted incentives to a user, comprising:

a server in communication with a set-top box;

BS01372

U.S. Application No. 10/017,111 Examiner ALVAREZ, Art Unit 3622
Request for RCE in Response to December 14, 2004 Office Action

user data stored on the server, wherein said user data is collected from a plurality of sources comprising the user's cable television viewing selections from the set-top box and the user's credit card purchase records describing purchases from retail stores; and

a classification module in communication with the server configured for defining a match between a user classification and an incentive, and classifying the user in the user classification when the user's cable television viewing selections relate to the user's credit card purchase records.

16. (Cancel)
17. (Cancel)
18. (Previously Presented) The system of claim 15, wherein said classification module is further configured for relating the user's credit card purchase records and the user's cable television viewing selections if the user views advertisements for a product and purchases the product.
19. (Previously Presented) The system of claim 15, wherein said classification module is further configured for classifying the user in the user classification if the user data satisfies a predefined parameter, the parameter defining cable television viewing habits for the user classification.
20. (Previously Presented) The system of claim 15, wherein the user data comprises whether a product associated with the incentive was purchased.
21. (Original) The system of claim 15, wherein the user data comprises global computer network viewing data.
22. (Original) The system of claim 15, wherein the user data comprises survey data.

BS01372

U.S. Application No. 10/017,111 Examiner ALVAREZ, Art Unit 3622
Request for RCE in Response to December 14, 2004 Office Action

23. (Previously Presented) The system of claim 15, wherein the user data comprises a price paid for a product and a time the product was purchased.
24. (Previously Presented) The system of claim 15, wherein the incentive comprises an image embedded into cable television media content.
25. (Original) The system of claim 15, wherein the incentive comprises a video program.
26. (Original) The system of claim 15, wherein the incentive comprises a banner.
27. (Original) The system of claim 15, wherein the incentive comprises a coupon.
28. (New) The method of claim 1, wherein the incentive comprises a video program.
29. (New) The method of claim 1, wherein the user's cable television viewing selections comprise video games.
30. (New) The method of claim 1, wherein the user's cable television viewing selections comprise audio content.
31. (New) The method of claim 1, further comprising identifying the incentive by a product.
32. (New) The method of claim 1, further comprising identifying the incentive by a demographic.
33. (New) The method of claim 1, wherein the step of transmitting the incentive to the user comprises transmitting the incentive by mail.
34. (New) The method of claim 1, wherein the step of transmitting the incentive to the user comprises transmitting the incentive by electronic message.

BS01372

U.S. Application No. 10/017,111 Examiner ALVAREZ, Art Unit 3622
Request for RCE in Response to December 14, 2004 Office Action

35. (New) The method of claim 1, further comprising receiving records related to a shopping card in which the user is given a discount in exchange for using the shopping card.
36. (New) The method of claim 1, further comprising receiving separate identification codes identifying each user of a common user terminal.
37. (New) The system of claim 15, wherein the server receives separate identification codes identifying each user of a common user terminal.
38. (New) A method for marketing, comprising:

defining a match between a user classification and a redeemable electronic coupon;

receiving user data associated with a user's content selections;

receiving the user's credit card purchase records;

classifying the user in a user classification when the user's content selections relate to the user's credit card purchase records; and

transmitting the redeemable electronic coupon to the user if a match is defined between the user classification and the electronic coupon.